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**Funded by Beef Farmers & Ranchers**

## **Virtual Veal Farm Tour & Recipe Competition**

Sponsored by New York Beef Council & North American Meat Institute

NYBC and NAMI are pleased to offer the opportunity for collegiate culinary programs to participate in a “virtual” veal learning experience.

**What:** This “at-school” competition will allow culinary students to learn about veal production on the farm and experiment with veal in the kitchen. The competition also includes a chance to win scholarship money and the possibility of your school’s recipes highlighted on Veal Made Easy national platforms! Students may work in teams of 2, 3 or 4 members, to develop creative and new veal recipes designed for **at-home consumer audience- 4 servings.** (See Contest Criteria for more information)

### **Timeline:**

#### **Veal Farming 101:**

New York Beef Council has worked with a local veal producer to develop a video which will walk students through the process of veal production. Each student participating in the competition will be asked to watch the video and complete a short post survey to assess veal knowledge learned. Post surveys for each student must be included with your school’s final competition submission.

#### **Recipe Development Competition:**

All recipe submissions will be developed on students’ home campuses and submitted to NYBC via Dropbox/email. All competition submissions at due November 15<sup>th</sup> by NOON, no exceptions.

### **Contest Criteria:**

#### **Recipe Requirements:**

- Recipe must utilize ground veal or veal cutlets
- Total cost of recipe ingredients cannot exceed \$35.00.
- Recipes should be designed to make 4 servings.
- Recipe cooking methods should be easily replicated in a conventional home kitchen.
- Recipe ingredients should be commonly found and available at major retail chains.
- Recipe does not need to include side dishes. Beauty Plate photo must have side dishes.

**\*\*\*Visit the consumer recipe section of Veal Made Easy for examples\*\*\***

<https://vealmadeeasy.com/recipes/>



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### Submission Requirements:

- Each submission should include school name, names of student team members and name of supervising instructor(s).
- Each team will be asked to submit a veal recipe including detailed ingredient list and cooking instructions as well as optional side dish accompaniments.
- Each recipe submission should include 3-5 high resolution photos of the complete plated recipe, ingredients, and one (1) Beauty plate photo submission with props and supporting sides- (visit Veal Made Easy consumer recipe section for examples)
- A “pans and hands” / “tasty” style video between 30 seconds and 2 minutes should also be included in each submission. This may be a great opportunity to work across departments! An example Tasty Style Recipe Video is available here:  
<https://vealmadeeasy.com/recipes/sloppy-joe-stuffed-biscuits/> (we are not looking for cooking demo videos)

**Recipe Evaluation:** Recipes and accompanying marketing material will be evaluated by a panel of judges composed of veal industry representatives, culinarians, and consumers. Both the recipe and submission materials will be evaluated. The following rubric will be utilized.

Recipe	1 Star Poor	2 Stars	3 Stars	4 Stars	5 Stars Excellent
Creativity					
Versatility					
Taste					
Value					
Ease of Execution					
Submission Materials	1 Star Poor	2 Stars	3 Stars	4 Stars	5 Stars Excellent
Completeness of Submission					
Quality of Photos					
Quality of video					
Creativity					

One award winning recipe will be announced by December 13<sup>th</sup>. Each member of the winning team will receive a \$500 scholarship and the opportunity to have their recipe highlighted on Veal Made Easy national social media accounts and website pending USDA approval.

**Questions:** Contact Katherine Brosnan at NYBC, [kbrosnan@nybeef.org](mailto:kbrosnan@nybeef.org) or call 315-339-6922.



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### **Recipe/Materials Submission Checklist:**

- Submission Organized and in Order
  - Front Page
  - Recipe
  - Pictures
  - Post Surveys
- Front Page requirements
  - Name of School
  - Name of Instructors and Student Chefs
  - Name of Recipe
- Recipe Page Requirements: must be consumer based
  - Recipe Name
  - Number of Servings / Time to Prep and Cook (total time)
  - Recipe ingredients and measurements
  - Recipe Cooking Instructions
  - Recipe Cost out per serving / total cost of recipe
- Picture Requirements
  - Picture of Team (students and instructor)
  - Pictures (2-3) of main entrée only
  - Pictures (1-2) of all ingredients involved in preparation
  - Pictures (2-3) of beauty plate with sides/props
- Video Requirements
  - 30 second – 2 min (max)
  - Hands and Pans / Tasty style only – ask if not sure!
  - Music optional -must be copyright and usable
  - Feel free to enlist another department to assist in creation
- Post Surveys
  - A copy of each team member's post survey must be submitted and signed off by instructor